

***SPECIAL OPERATIONS FORCES WEEK  
AND THE  
ADVANCE PLANNING BRIEFING TO INDUSTRY***

***USSOCOM  
TRANSFORMATION  
2003***



Sponsored by:  
Special Operations  
Command  
MacDill, AFB

Supported by:  
Meeting Matters Plus, Inc.  
Tampa, Florida

***Tampa Convention Center  
Tampa, Florida  
May 19-22, 2003***



UNITED STATES SPECIAL OPERATIONS COMMAND  
OFFICE OF THE COMMANDER  
7701 TAMPA POINT BOULEVARD  
MACDILL AIR FORCE BASE, FLORIDA 33621-5323



We would like to take this opportunity to encourage your participation in the events of Special Operations Forces (SOF) Week and the Advance Planning Briefing to Industry (APBI). The combination of these two events has proven to be most advantageous to both industry and the entire command.

Fostering Government-to-Industry relationships is the cornerstone to a strong acquisition process. SOF Week 2003 will provide your company advance acquisition information and a venue for continuing the excellent dialogue we have already established. We personally encourage the leadership of SOF to interface with industry during the Tuesday Evening Social, SOF Warrior Ball and golf tournaments, and to frequent the exhibition halls.

We encourage you to join us and participate in as many events as your schedule permits.

*Charles R. Holland*  
Charles R. Holland  
General, U.S. Air Force  
Commander

## DoD STANDARDS CLEARANCE

- ◆ The Assistant Secretary of Defense (Public Affairs) finds Advance Planning Briefing to Industry Events meet the standards for participation by DoD personnel under DoD Instruction 5410.20 and DoD Standards of Conduct Directive 5500.7. This finding does not constitute DoD endorsement of attendance, which may be determined by each DoD component.

## Briefing Objectives KEY BENEFITS

- ◆ Provide attendees with an understanding of the Command's technological objectives and opportunities.
- ◆ Present the Command's defense needs which are incorporated into the DoD's budget requests for current and future fiscal years.
- ◆ Identify material and support needs of the Command, which will emerge as invitations for bid and requests for proposals.

## Who SHOULD ATTEND

- ◆ Traditional suppliers as well as potential suppliers will benefit from the briefings
- ◆ CEO's, business development managers and marketing personnel desiring information and business opportunities with the Command should attend.
- ◆ Scientific and engineering specialists as well as program managers will find the material useful.

## Attendance REQUIREMENTS

- ◆ To attend you must be a United States Citizen or as a foreign visitor, have received proper clearance through your embassy and be approved by Headquarters, United States Special Operations Command.



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## Proposed AGENDA APBI

### MAY 20

CEO Briefings (Classified) .....	1330-1530 .....	Classified Session, Acquisitions Overview, Vignettes Real World, Commander's Perspective and Questions
Dinner Cruise .....	1900-2100 .....	Channelside

### May 21

Exhibit Hall Opens .....	0800 - 1900
Combined SOF Warrior Ball and APBI Social ....	1830 - 1930
Special Operations Forces Warrior Ball .....	1930 - 2230

### MAY 22

Registration Opens .....	0700 - 0800 .....	
Full Breakfast Served .....	0700 - 0800 .....	
Administrative Remarks .....	0800 - 0805 .....	Master of Ceremony
Welcome/Overview .....	0805 - 0845 .....	Acquisition Executive
Doing Business with USSOCOM/Foreign Disclosure .....	0845 - 0905 .....	Technical Industrial Liaison Officer
SOF Munitions & Equipment Special Programs .....	0905 - 0935 .....	Program Executive Officer
Break .....	0935 - 1005 .....	Coffee Service
Technology Programs & SOTOS .....	1005 - 1050 .....	Advanced Technology Director
Small Business Programs .....	1050 - 1115 .....	Dep Director, Small & Disadvantaged
HQ & Components Procurements .....	1115 - 1145 .....	Procurement Director
Lunch .....	1200 - 1330 .....	Guest Speaker
Maritime & Rotary Wing Programs .....	1330 - 1350 .....	Program Executive Officer Technology Applications Program Office
Intelligence & Information Systems .....	1350 - 1420 .....	Program Executive Officer
Break .....	1420 - 1500 .....	Soft Drinks & Cookies
Fixed Wing Aviation .....	1500 - 1520 .....	Program Executive Officer
Discussion Panel .....	1520 - 1545 .....	AE/Program Executive Officers Panel, Questions & Answers

## SOF Warrior Ball SPECIAL OPERATIONS FORCES

This Ball provides an occasion for officers and guests of a military organization to meet socially at a formal military function. Long ago, these events were found to be essential in maintaining command cohesiveness and professional esprit de corps. While America adopted most of her ball traditions from the British Army and Navy, the origins of this event began far in antiquity. During ancient times, Roman legions feasted to celebrate victories. Traditions evolved and were nurtured through many centuries and across many lands by knights, monks, soldiers and sailors.

The United States Special Operations Forces (SOF) Warrior Ball began as an effort to create and maintain camaraderie and cohesiveness among the various staffs and agencies in the Washington DC area. With the development of USSOCOM, the annual SOF Warrior Ball has evolved into a truly global event, attracting members from around the world.

During this special evening, a few extraordinary people are honored, true quiet professionals whose achievements embody the core values of America's Special Operations Forces: Integrity, courage, competence and creativity. SOF Warrior Ball is open to all paid attendees of the conferences held during SOF Week, all SOCOM personnel, and invited guests. **SPOUSES OF ELIGIBLE ATTENDEES ARE INVITED TO ATTEND.** The appropriate attire for SOF Warrior Ball for military personnel is military mess dress, and for civilians, formal wear.

## Dress Code INFORMATION

This Conference requires that personnel/attendees be dressed in the appropriate Military Uniform or Business Attire with the following exceptions:

### Appropriate Attire for SOF Warrior Ball:

- Army-Blue Mess
- Marine Corps-Mess Dress
- Navy-Dinner Dress White Jacket
- Air Force-Mess Dress
- Civilian Personnel-Black Tie

## Strategic OVERVIEW INFORMATION

In order to apprise corporate leaders on the strategic significance of the roles and missions of Special Operations Forces the command has set up a special briefing for Corporate Executive Officers, Chief Operating Officers, Divisional Presidents of multi layered corporations, and company Presidents. The presentations will be classified **Secret**. Attendance is encouraged for those senior level corporate leaders wishing to know of the significant role of Special Operations Command. The Acquisition Executive will approve each request to attend this session. Registration for this special session is described below.

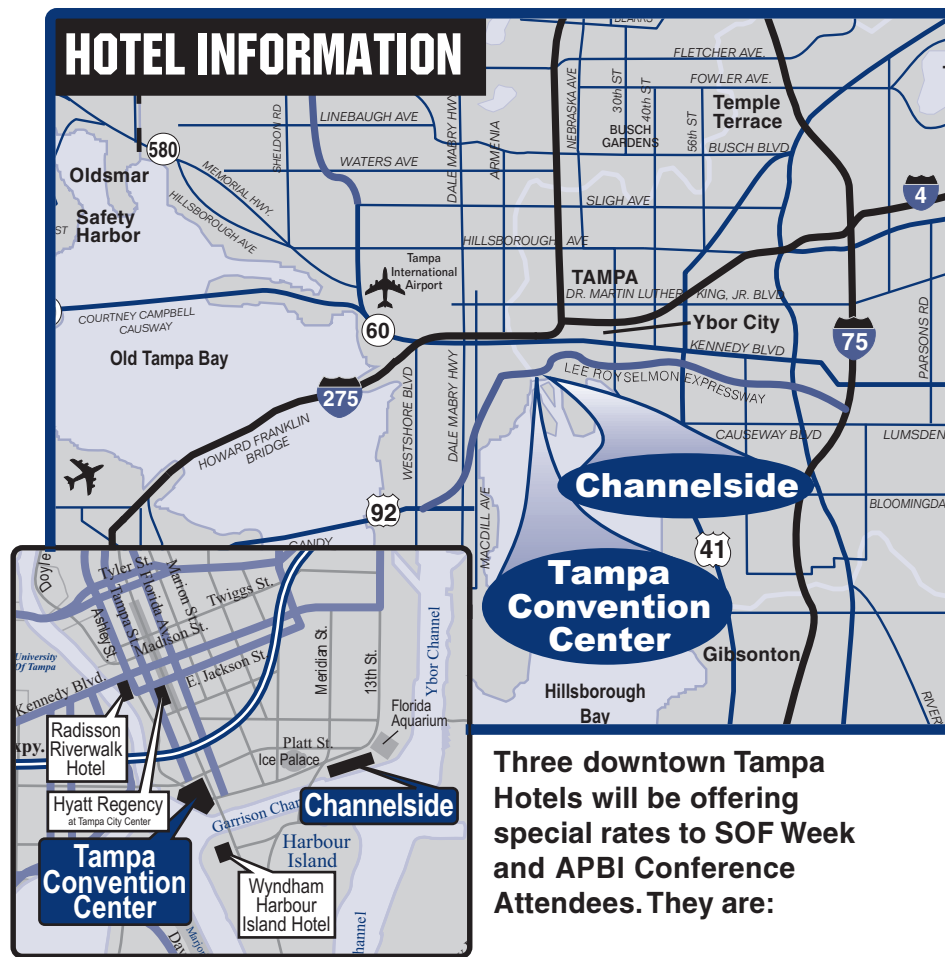
## How to Register CEO CONFERENCE

This classified session is designed for Corporate Executives and Company Presidents. There will be no charge to attend these presentations but we need you to pre-register to facilitate processing your clearances and insuring we have proper seating arrangements. Please E-mail your request to attend the conference to Mr. Scott Bowles at [bowlesr@socom.mil](mailto:bowlesr@socom.mil) and include full name, company name, and title of the individual wishing to attend. Fax your clearance request to (813) 828-9488 and cite the purpose of the visit as SOF WEEK CEO BRIEFS. There are no fees associated with attending this session.

## CEO BRIEFING AGENDA

20 May 2003

1300 - 1330	Welcome Remarks
1330 - 1445	Vignettes from Field
1445 - 1500	Break
1500 - 1530	Commander's Remarks



**Three downtown Tampa Hotels will be offering special rates to SOF Week and APBI Conference Attendees. They are:**



**The Hyatt Regency Tampa at Tampa City Center**  
Two Tampa City Center  
Tampa, FL 33602  
(813) 225-1234

Conference Rates:  
Single/Double .... \$135.00  
Triple/Quad ..... \$155.00



**The Radisson Riverwalk**  
200 North Ashley Drive  
Tampa, FL 33602  
(813) 223-2222

Conference Rates:  
Single/Double .. \$125.00  
Triple ..... \$135.00  
Quad ..... \$145.00



**WYNDHAM HARBOUR ISLAND HOTEL**

**Wyndham Harbour Island Hotel**  
725 South Harbour Island Blvd.  
Tampa, FL 33602  
(813) 229-5000

Conference Rates:  
Single ..... \$129.00  
Double ..... \$139.00

Each of these hotels are within walking distance to the Tampa Convention Center.



## SOF Week Golf Tournaments

- 20 May - **SOF Senior Leaders**  
- MacDill's Bay Palm's South Course
- 21 May - **APBI**  
- MacDill's Bay Palm's South Course  
- POC Mr. Dave Sosbee  
(813) 828-9845
- Tee Offs:  
May 20, 12:30-5:00  
May 21, 7:30-12:30
- Four person scramble
- Captain's Choice
- Spike Less Golf Course

## COST AND REGISTRATION

- E1-E4/GS1-4 ..... \$26
- E5-O3/GS 5-9/WO 1-3 ..... \$32
- O4- UP/GS -10 UP & W04/5... \$36
- Guests ..... \$45
- Members ..... \$20

- Sign up via registration form
- Payment by check or credit card

## PRIZES

- Top 3 and last place team
- Longest Drive
- Straightest Drive
- Closest to the pin
- Longest Putt Made
- Mulligans—2 per person and drink coupon \$5.00

## SOF Week Golf Tournaments

There are two golf tournaments scheduled for SOF WEEK and Advance Planning Briefing to Industry (APBI). The SOF Senior Leaders Tournament will be held on Tues., 20 May 2003, tee time 1230 hrs at MacDill's Bay Palms' South Course. The APBI Tournament will be held on Wed., 21 May 2003, tee time 0730 hrs at MacDill's Bay Palm's South Course. Both tournaments are four person scramble, Captain's Choice. Costs include green fees, cart, and prizes. Everyone is eligible to play both days.

*Hole sponsorship is available for both tournaments for \$100.00 per hole, per day. If you would like to sponsor one or more holes for both tournaments or provide prizes for either or both tournaments please contact Mr. Dave Sosbee at (813) 828-9845.*

Registration Form for SOF Week Golf Tournament(s)

Name: \_\_\_\_\_ Rank: \_\_\_\_\_

Organization/Firm: \_\_\_\_\_

Telephone: (\_\_\_\_\_) - \_\_\_\_\_

A. I will play in (circle your choice(s)) ..... Senior Leaders ..... APBI

B. Cost			May 20th	May 21st
E-1	THRU	E-4	\$26.00	\$26.00
GS-1	THRU	GS-4		
E-5	THRU	O-3	\$32.00	\$32.00
GS-5	THRU	GS-9		
WO-1	THRU	WO-3		
O-4	AND UP		\$36.00	\$36.00
GS-10	AND UP			
WO-4/5				
Civilian Guest			\$45.00	\$45.00
Members (provide Acct.#)			\$20.00	\$20.00

**NOTE:** *Military Retirees can pay at their retired rank.*

☐ I have included a check for \$\_\_\_\_\_ Made payable to Meeting Matters Plus

☐ Please bill my credit card. Card No.: \_\_\_\_\_ Exp. Date \_\_\_\_\_

☐ MasterCard ☐ VISA ☐ American Express

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

C. If you would like to be paired with any particular group or individual, please provide their names:

a. \_\_\_\_\_ b. \_\_\_\_\_

c. \_\_\_\_\_ d. \_\_\_\_\_

**HOLE SPONSORSHIP:** \$100.00 per hole / per day.

☐ My business/firm will sponsor a hole. (check)

**NAME OF SPONSOR FOR SIGN:** \_\_\_\_\_

Please enclose payment with application.

You may include hole sponsorship with your golf registration by adding the amount to your golf fees.

## Registration INFORMATION



### ◆ FOR CONFERENCE ATTENDEES

Registration Hours

Tampa Convention Center Rooms 11-12

Monday, May 19 ----- 7:00 a.m. - 5:00 p.m.

Tuesday, May 20 ----- 7:00 a.m. - 5:00 p.m.

Wednesday, May 21 ----- 7:00 a.m. - 9:00 p.m.

Thursday, May 22 ----- 7:00 a.m. - 1:00 p.m.

### ◆ FOR EXHIBITORS

Registration Hours

Tampa Convention Center, West Hall

Monday, May 19 ----- 6:00 p.m. - 8:00 p.m.

Tuesday, May 20 ----- 7:00 a.m. - 5:00 p.m.

Wednesday, May 21 ----- 7:00 a.m. - 12:00 noon

Three Easy Ways To Register:



#### BY MAIL

Meeting Matters Plus, Inc./The S'Land Group  
5837 Dearborn Road  
San Angelo, TX 76901  
Phone: (915) 949-5046 / (813) 671-7271



#### BY FAX

(915) 949-5839  
Open 24 Hours



#### Online

[www.MeetingMattersPlus.com](http://www.MeetingMattersPlus.com)

## Registration INFORMATION CONTINUED



### ◆ INSTRUCTIONS:

1. Complete all portions of the registration form and mail to:  
Meeting Matters Plus, Inc., 5837 Dearborn Road, San Angelo, TX 76901.  
A check payable to Meeting Matters Plus or credit card authorization for registration fees **MUST** be received with form to be registered.
2. **PRINT OR TYPE ALL INFORMATION.** Your name and organization/company will appear **EXACTLY** as you have indicated on the registration form.
3. Please make copies for your files.
4. Use the 24-hour FAX (915) 949-5839 to register, or sign up on the web [www.meetingmattersplus.com](http://www.meetingmattersplus.com). **If** registering by FAX or ONLINE, please **DO NOT MAIL** the original form.

### ◆ CANCELLATION INFORMATION

Registrants who are unable to attend **MUST NOTIFY** Meeting Matters Plus, Inc. by May 5, 2003 to receive a refund minus a penalty/cancellation fee. A \$50.00 penalty/cancellation fee will be applied to cancellations received prior to May 5, 2003. After May 5, 2003 there will be **NO** refunds made for cancellations. Substitutions will be accepted at all times.

### ◆ MESSAGE CENTER

The registration area will feature a message board for incoming messages. Please be advised that registration personnel are **NOT** able to page attendees. **ONLY** in the case of an actual emergency will attendees be located to receive a call. Potential callers should be encouraged to call the hotel where you are housed rather than the registration desk. Messages received will be posted on a Message Board provided in the registration area. It is your responsibility to look for posted messages.

### ◆ SMOKING POLICY

Smoking will not be permitted in the conference meeting rooms, ballrooms or exhibits area. Please be considerate of other attendees by observing this rule. Thank you!

### ◆ DRESS REQUIREMENTS

This Conference requires that personnel/attendees be dressed in the appropriate Military Uniform or Business Attire with the following exceptions:

#### Appropriate Attire for Tuesday Evening Reception:

All Attendees - Casual, Open Collar/Slacks  
(no shorts, T-shirts, or sandals)

## Menu of Fees

### ADVANCED PLANNING BRIEFING TO INDUSTRY CONFERENCE

	Early Fees (Prior to 5/5)	Late Fees (After 5/5)
	Package/Price	Package/Price
Advanced Planning Briefing To Industry Conference Only (Includes: APBI Conference, Breaks and Luncheon)	A \$275.	J \$300.
Advanced Planning Briefing To Industry with Tuesday Evening Social (Includes: APBI Conference, Breaks, Luncheon and Tuesday Evening Social)	B \$305	K \$340.
Advanced Planning Briefing To Industry with SOF Warrior Ball (Includes: APBI Conference, Breaks, Luncheon and SOF Warrior Ball)	C \$330.	L \$365.
Advanced Planning Briefing To Industry with Tuesday Evening Social and SOF Warrior Ball (Includes: APBI Conference, Breaks, Luncheon, Tuesday Evening Social and SOF Warrior Ball)	D \$360.	M \$405.
Tuesday Evening Social (Starship Dining Yacht) (Spouse Ticket)	E \$ 30.	N \$ 40.
SOF Warrior Ball Only	F \$ 55.	O \$ 65.
Civilian:	F \$ 55.	O \$ 65.
Civilian Spouses:	F \$ 55.	O \$ 65.
Gov./DoD Personnel:	G \$ 45.	P \$ 55.
Advance Planning Briefing To Industry Luncheon Only	H \$ 25.	Q \$ 30.
APBI Briefs Only (available for order) Note: You will receive a copy if you are registered for the conference.	I \$ 25.	

## Registration

### FORM

Please print with dark ink

Name (as you wish it to appear on badge):

Rank (if applicable):

Retired:

Social Security # (Military Only)

☐ Yes ☐ No

Company/Organization/Command:

Address:



City

State

Zip+4




Daytime Phone #:

Facsimile #:



E-Mail Address:

Credit Card Information:

Check one ONLY: ☐ Visa ☐ Master Card ☐ American Express

Name As It Appears on Card:

Card Number:

Expiration Date:

Indicate Package(s) Purchased \_\_\_\_\_ Indicate amount charged \$ \_\_\_\_\_

**NOTE: Charges will appear on your monthly bill as The S'land Group.**

By My Signature, I Authorize Meeting Matters Plus, Inc./The S'land Group to process charges for the above checked off conference activities:

Authorized signature

☐ Check/Money Order ☐ Purchase Order Indicate P.O. Number \_\_\_\_\_

Indicate Package(s) \_\_\_\_\_ Indicate amount enclosed \$ \_\_\_\_\_

(Make checks payable to: Meeting Matters Plus, Inc.)

Mail to: Meeting Matters Plus, Inc./ The S'Land Group  
5837 Dearborn Road  
San Angelo TX 76901

# Schedule AT A GLANCE



## SOF WEEK AND APBI CONFERENCE

### Monday, May 19, 2003

- ◆ Conference Registration Opens ..... 7:00 a.m. - 5:00 p.m.
- Senior Enlisted Advisors Conference Begins ..... 8:00 a.m. - 5:00 p.m.
- Exhibitor Registration Opens ..... 6:00 p.m. - 8:00 p.m.
- Exhibitor Set-Up Begins ..... 6:00 p.m. - 8:00 p.m.

### Tuesday, May 20, 2003

- ◆ Conference Registration Open ..... 7:00 a.m. - 5:00 p.m.
- Exhibitor Registration Open ..... 7:00 a.m. - 5:00 p.m.
- Exhibitor Set Up Continues ..... 7:00 a.m. - 5:00 p.m.
- Senior Enlisted Advisors Conference Continued ..... 8:00 a.m. - 5:00 p.m.
- Special Operations Forces  
Retired Senior Leaders Conference Begins ..... 8:00 a.m. - 11:00 a.m.
- ◆ Golf Tournament, MacDill's Bay Palms Golf Course ..... 12:30 p.m. - 5:00 p.m.
- ◆ CEO Briefings (Classified) ..... 1:00 p.m. - 3:30 p.m.
- ◆ Tuesday Evening Social (Starship Dining Yacht) ..... 7:00 p.m. - 9:00 p.m.

### Wednesday, May 21, 2003

- ◆ Conference Registration Open ..... 7:00 a.m. - 9:00 p.m.
- Exhibitor Registration Open ..... 7:00 a.m. - 12:00 noon
- ◆ Exhibits Hall Opens ..... 8:00 a.m. - 7:00 p.m.
- Special Operations Forces Cross Briefs ..... 8:00 a.m. - 11:45 a.m.
- ◆ APBI Golf Tournament MacDill's Bay Palms Golf Course .. 7:30 a.m. - 12:30 p.m.
- Special Operations Forces  
Spouses Program with Luncheon Begins ..... 8:00 a.m. - 11:00 p.m.
- Cross Briefs Luncheon ..... 11:45 a.m. - 1:00 p.m.
- Cross Briefs and Escorted GO/FO Exhibit Hall Walk Thru ... 1:00 p.m. - 5:00 p.m.
- ◆ Combined SOF Warrior Ball and APBI Social ..... 6:30 p.m. - 7:30 p.m.
- ◆ Special Operations Forces Warrior Ball ..... 7:30 p.m. - 10:30 p.m.

### Thursday, May 22, 2003

- ◆ Conference Registration Open ..... 7:00 a.m. - 1:00 p.m.
- Cross Briefs ..... 9:00 a.m. - 5:00 p.m.
- ◆ Advance Planning Briefing to Industry Conference Begins 8:00 a.m. - 5:00 p.m.
- ◆ Advance Planning Briefing to Industry Luncheon ..... Noon
- Exhibitor Dismantle ..... 4:00 p.m. - 10:00 p.m.

◆ Indicates those events open to industry attendees



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5837 Dearborn Road  
San Angelo TX 76901

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